Survey of Community and Voluntary Organisations' Use of Information & Communication Technologies (ICT)

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Executive Summary

This report communicates key results from an empirical survey on the Information and Communication Technology (ICT) practices of 757 community and voluntary organisations in New Zealand. Organisations were chosen for participation based on location and registration on the Societies and Trusts Online website; a subset of participants was selected to enable assessment of the effects of the *Engage Your Community* conferences in Wellington and Hamilton. Organisations surveyed represented a range of urban and rural, North Island and South Island, and also varied by size and budget. Locations were selected to enable comparison with a similar survey conducted in 2005 (Zorn, Li, and Lowry, 2007). A comprehensive 6-page questionnaire was mailed to 98 organisations in a survey pilot in October 2008. Minor refinements were made to the survey and it was sent to a further 2,864 organisations in November 2008. Of these 192 were returned marked 'no address', leaving the potential number of respondents at 2770 (including the pilot survey). Organisations were invited to respond to the questionnaire via hard copy or online. A total of 757 invited organisational representatives completed the survey for a response rate of 27.3%.

Characteristics of organizations in the 2008 survey

- The largest group of organisations (53.3%) were located in urban centres; 33% were located in small towns; and 13.6% were located in rural or remote areas

- The largest group of organisations (43.6%) were described as an independent organisation with a formal affiliation to similar organisations in New Zealand; 37.9% as a stand-alone organisation with no formal affiliation to similar organisations; 11% as a local branch of a national organisation; 4.2% as a local branch of an international organisation; and 3.2% as the New Zealand headquarters of an international organization.

- The largest group of organisations (39.5%) had an annual budget in 2008 greater than $100,000; 31.9% had an annual budget between $10,000 and $99,000; and 28.5% had an annual budget less than $10,000.

- Overall, the main mission or service areas were: sport/recreation (23.2%); other 13.3%; education and research (12.2%); social services 12.2%; and arts and culture (10%).

- Overall, the primary groups served by the largest percentage of organisations were: women (53%): the local community (49.6%); and men (49.5%).

Key differences from and changes since 2005 survey

- More organisations with annual budgets greater than $100,000 participated in the survey in 2008 (39.5%) compared with 2005 (27.3%), fewer organisations with annual budgets between $10,000 and $99,000 participated (31.9% in 2008, compared with 35.5% in 2005), and fewer organisations with budgets less than $10,000 (28.5% in 2008 compared with 37.2% in 2005). This is a significant difference in the demographics of the two surveys and should be kept in mind in interpreting results.
- More organisations provide remote access to online resources in 2008 (28.1% in 2008 compared with 20.4% in 2005)
- More organisations have access to broadband in 2008 (59.5% overall) compared with 2005 (37.7% overall)
- More organisations have a website in 2008 (52.8% overall) compared with 2005 (36.3% overall)
- Fewer organisations report having no computer. However, fewer have purchased new computers recently than was the case in 2005. Organisations appear to be buying new computers less frequently, and keeping them for longer periods.
- Fewer respondents cite *inability to afford computers financially* as a reason for not using the Internet to the extent they would like (37.1% overall in 2008 compared with 47.6% overall in 2005)
- More respondents cite *assistance with website enhancement* as a service that would be helpful to their organisation (61.1% overall in 2008 compared with 53% overall in 2005)
- More respondents consider that the organisation's decision-makers have a *high* or *very high* level of knowledge about ICTs than was the case in 2005 (36.3% in 2008 compared with 33.4% in 2005)
- Fewer respondents consider that they have *high* or *very high* levels of technical support available to them than did respondents in 2005 (37.3% in 2008 compared with 41.7% in 2005)

Detailed Analysis

This section of the report sets out a detailed analysis of the results in relation to the 2008 survey. To consider how different size organisations adopted and used ICTs, the data is divided into three groups based on annual budget size: under $10,000, $10,000 - $99,000, and over $100,000, as was done with the 2005 survey analysis. Also, to give an indication of possible trends, results from the 2005 survey are provided where available.

EXTENT AND SOPHISTICATION OF USE OF ICTs

Q1: Asked respondents to evaluate their group or organisation's overall level of ICT use

The 8 items in this question were collapsed into a single measure of sophistication of ICT use. The mean score for the overall scale was 3.0031 with a standard deviation of 1.06 indicating that, overall, respondents tended to take a largely neutral position in relation to the degree to which their organisation uses ICTs in an advanced or sophisticated manner.

In terms of responses to individual questions, a majority of respondents (57.8% overall) agreed or strongly agreed that organisational members' use of ICTs was extensive. However, only a quarter of respondents, overall, indicated that the use of information systems is advanced (24.3%) or sophisticated (25.3%).

In relation to organisation size: Not surprisingly, respondents from organisations with budgets over $100,000 were more inclined to see their use of ICTs as extensive and sophisticated than were respondents from organisations with smaller budgets.

These questions were not asked in the 2005 survey.

Table 1 Level of ICT use and sophistication	**2008 Agree / Strongly Agree**
We use ICTs extensively	
- Overall	57.8%
- Under $10,000	33.33%
- $10,000-$99,000	50.2%
- Over $100,000	80.75%
Our use of ICTs is sophisticated	
- Overall	31.4%
- Under $10,000	15.59%
- $10,000-$99,000	23.22%
- Over $100,000	46.8%

We make extensive use of the Internet - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 46.8% 27.95% 37.26% 65.2%
We are skilled in our use of the Internet - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 37.1% 25.8% 30.8% 48.68%
Our use of the Internet is quite advanced - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 24.3% 12.0% 19.15% 34.7%
Our use of information systems is extensive - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 40.8% 15.05% 32.7% 65.4%
Our use of information systems is sophisticated -Overall -Under $10,000 - $10,000-$99,000 - Over $100,000	 25.3% 9.72% 21.2% 36.9%
We use ICTs very little - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 29.7% 53.12% 32.86% 25.19%

Q2: Can staff access your group/organisation's internal online resources other than email remotely (e.g. from home or in the field)?

Overall, 28.1% respondents answered *Yes* to this question, 68.2% answered *No* and 3.7% answered *Don't Know*.

In relation to organisation size: Organisations with budgets over $100,000 were more inclined to provide access to this facility than organisations with smaller budgets.

In relation to the 2005 survey: More organisations provided remote access in 2008 (28.1%) than in 2005 (20.4%), although small organisations showed no change.

Table 2 Remote access to online resources	**2008** **Yes**	**2005** **Yes**
Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	28.1% 17.% 23.8% 36.09%	20.4% 17% 18.3% 26.6%

Q3: Has your organisation conducted a formal assessment of your technology needs and status?

Overall, 18% answered *Yes* to this question; 80.3% answered *No*, and 1.6% answered *Don't Know*.

In relation to organisation size: Organisations with budgets over $100,000 were more inclined to have conducted formal assessments than were organisations with smaller budgets.

In relation to the 2005 survey: A higher percentage of organisations overall had completed an assessment, but that seems largely due to the higher percentage of large organisations in the 2008 sample compared to the 2005 sample. Within each size category, the percentage of organisations having completed a technology needs assessment actually declined.

Table 3 Technology needs assessment	**2008** **Yes**	**2005** **Yes**
- Overall	18%	16.1%
- Under $10,000	6.3%	7.6%
- $10,000-$99,000	14.4%	12.3%
- Over $100,000	29.4%	30.8%

Q 4: Does your organisation have a long-term technology plan?

Overall, 16.2% of respondents answered *Yes* to this question, 81.8% answered *No*, and 1.6% answered *Don't Know*.

In relation to organisation size: Organisations with budgets over $100,000 were more inclined to have a long term technology plan than were organisations with smaller budgets.

In relation to the 2005 survey: Overall, slightly more organisations indicated that they had developed long term technology plans compared with the 2005 sample. However, this seems largely due to the higher percentage of large organisations in the 2008 sample compared to the 2005 sample. The percentage of small and medium-sized organisations answering *Yes* to this question changed very little, and the percentage of large organisations responding *Yes* decreased somewhat.

Table 4 Long term technology plan	**2008** **Yes**	**2005** **Yes**
- Overall	16.2%	15.7%
- Under $10,000	8.37%	8.2%
- $10,000-$99,000	11.16%	9.8%
- Over $100,000	26.13%	32.10%

Q 5: Current uses of ICTs

This set of questions asked respondents to indicate the extent to which they agreed that their group or organisation uses ICTs for each of 21 possible purposes. Overall, the purposes for which ICTs were most used were: internal communication, external communication, record keeping, internal information sharing, accessing government information, promotion of the organisation, and researching funding sources. The least used purposes were: conducting fund raising, conducting advocacy campaigns, and accessing the Webguide.

In relation to organisation size: Organisations with bigger budgets tended to use ICTs for a wider variety of purposes than did the smaller budget organisations.

In relation to the 2005 survey: Organisations are using ICTs for some purposes more today than in 2005, with the biggest increases in internal communication and accessing government information. For other purposes, though, organisations reported using ICTs less than in 2005, with significant decreases reported for compliance accountability reporting, accessing online databases, and applying for funding. Several others were mostly unchanged from 2005.

Table 5 Current use of ICTs	**2008 Agree/Strongly Agree**	**2005 Agree/Strongly Agree**
Communicating with others inside our organization		
- Overall	82.5%	69.5%
- Under $10,000	75.7%	58.1%
- $10,000-$99,000	86.5%	68.2%
- Over $100,000	84%	75.0%
Communicating with people outside the organization		
- Overall	81.2%	79%
- Under $10,000	69.1%	58.1%
- $10,000-$99,000	81.8%	65.9%
- Over $100,000	89.25%	86.1%
Creating records of what we do		
- Overall %	74.6%	79.4%
- Under $10,000	64.55%	63.3%
- $10,000-$99,000	73.48%	66.7%
- Over $100,000	82.59%	78.5%
Internal information sharing		
- Overall	66.2%	63.5%
- Under $10,000	54.4%	55.3%
- $10,000-$99,000	61.97%	58.6%
- Over $100,000	78.06%	76.7%

Accessing government information - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 57.5% 38% 53.7% 74.44%	 51.4% 36% 47.3% 60.5%
Promoting our organization - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 54.1% 39.15% 50.46% 67.4%	N/A
Researching funding sources - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 52.8% 37.63% 54.71% 62.17%	 50.5% 37.4% 53.1% 66.6%
External information sharing - Overall - Under $10,000 - $10,000-$99,000 - Over $100,00	 44.3% 30.15% 39.90% 57.99%	 42.3% 34% 38.1% 60.3%
Improving the image of our organization - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 47.3%% 33.86% 41.78% 61.19%	 49.4% 38% 45.2% 64.4%
Applying for government & private funding - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 42.2% 26.06% 44.85% 51.68%	 48.1% 31.7% 46% 65.2%
Purchasing products or services - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 42% 24.46% 41.78% 54.64%	 42.4% 15.8% 39.3% 60.3%
Encouraging involvement in our programmes - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 41.9% 33.33% 37.08% 51.68%	 42.4% 38.7% 41.3% 50%
Compliance & accountability reporting - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 41.9% 32% 41.12% 49.62%	 53.8% 41.5% 48.9% 70.7%
Accessing online databases - Overall frequency - Under $10,000 - $10,000-$99,000 - Over $100,000	 38.8% 26.98% 36.79% 48.88%	 49.2% 37.5% 48.4% 61.2%

Delivering services to clients - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 32.6% 22.45% 28.9% 43%	 32.5% 28.5% 27.2% 41.4%
Selling our organisation's products or services - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 26.8% 14.51% 25.82% 36.32%	 32.1% 16.9% 31.5% 44.8%
Recruiting staff and volunteers - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 25.5% 11.17% 18% 41.79%	 23.3% 12.6% 19.3% 37.6%
Accessing CommunityNet Aotearoa website - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 15.5% 9.57% 13.2% 21.72%	 18% 12.5% 16.4% 25.1%
Conducting fund raising - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 11.9% 9.52% 9.8% 15.29%	 14.6% 11.4% 27.3% 14.4%
Conducting advocacy campaigns - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 11.6% 4.81% 8.41% 19.17%	 12.4% 11.2% 12.3% 13.5%
Accessing the Webguide - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 11.6% 10.69% 9% 14.39%	N/A

Q 6: What kind of internet connection do you have?

Overall, a majority of respondents (59.5%) have access to broadband.

In relation to organisation size: The vast majority of organisations with budgets over $100,000 (89.17%) use broadband compared with approximately half (49.7%) of organisations with budgets between $10,000 and $99,000, and less than a third (29.5%) of organisations with budgets less than $10,000.

In relation to the 2005 survey: There has been a marked increase in broadband users between 2005 (37.7%) and 2008 (59.5%). Perhaps surprisingly, the percentage of small and medium-sized organisations reporting not having Internet access has increased. However, this may be due to a slight change in the question. Specifically, we gave participants the option of selecting "We don't have an office" in 2008, an option that was not available in the 2005. This may have prompted some to respond differently to the question on Internet access.

Table 7 Type of Internet Connection	**2008**	**2005**
We don't have Internet access		
- Overall	10.4%	8.3%
- Under $10,000	21.76%	13.6%
- $10,000-$99,000	12.44%	8.8%
- Over $100,000	1.49%	2.6%
Dial up using phone line		
- Overall	7.44%	40.3%
- Under $10,000	8.29%	49.2%
- $10,000-$99,000	11.98%	45.2%
- Over $100,000	2.98%	26.4%
Dial up using dedicated phone line		
- Overall	1.2%	6.9%
- Under $10,000	0.5%	5.4%
- $10,000-$99,000	0%	7.10%
- Over $100,000	1.11%	8.3%
Broadband		
- Overall	59.4%	37.7%
- Under $10,000	29.5%	21.7%
- $10,000-$99,000	49.7%	31.8%
- Over $100,000	89.17%	59.6%
We don't have an office		
- Overall	21.1%	
- Under $10,000	38.86%	
- $10,000-$99,000	25.8%	

- Over $100,000	5.22%	
Don’t know - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 0.4% 1.03% 0% 0%	 3.2% 5% 3.2% 1.5%

Q 7 Which of the following best describes the average computer in the organisation?

Overall, 29.6% of respondents did not have an office and 3.5% did not have a computer. Most computers were purchased new with only 6.8% of computers purchased second hand.

In relation to organisation size: Regardless of budget size, organisations do not appear to acquire their computers second hand. Small organisations are much less likely to have an office and much less likely to have a computer compared to larger organisations.

In relation to the 2005 survey: Fewer organisations across all organisation sizes report having no computer. However, fewer have purchased new computers recently than was the case in 2005. Organisations appear to be buying new computers less frequently, and keeping them for longer periods.

Table 7 Age of average computer	**2008**	**2005**
We don't have an office		
- Overall	29.6%	
- Under $10,000	58.6%	
- $10,000-$99,000	35%	
- Over $100,000	4.86%	
We don't have a computer		
- Overall	3.54%	8.7%
- Under $10,000	8.37%	17.4%
- $10,000-$99,000	2.33%	8.6%
- Over $100,000	0.74%	0.4%
Purchased new, less than 1 year old		
- Overall	8.73%	16.6%
- Under $10,000	3.14%	12.55%
- $10,000-$99,000	9.34%	20.6%
- Over $100,000	12.73%	16.3%
Purchased new, less than 1-2 years old		
- Overall	19.64%	25.5%
- Under $10,000	9.42%	16.2%
- $10,000-$99,000	15.88%	25.2%
- Over $100,000	28.4%	35.2%
Purchased new, less than 2-3 years old		
- Overall	17.46%	20.6%
- Under $10,000	8.9%	19.2%
- $10,000-$99,000	13.08%	13%
- Over $100,000	28.83%	30.7%
Purchased new, more than 3 years old		
- Overall	14.18%	13.6%
- Under $10,000	8.9%	13.6%
- $10,000-$99,000	14.4%	16.3%
- Over $100,000	16.85%	10.6%

Acquired second hand less than 1 year ago		
- Overall	1.22%	2.16%
- Under $10,000	0.52%	2.6%
- $10,000-$99,000	1.4%	1.9%
- Over $100,000	1.87%	2.2%
Acquired second hand less than 1- 2 years ago		
- Overall	1.63%	2.16%
- Under $10,000	0.52%	3%
- $10,000-$99,000	2.33%	1.6%
- Over $100,000	1.87%	1.8%
Acquired second hand less than 2-3 years ago		
- Overall	2.18%	1.8%
- Under $10,000	0	1.5%
- $10,000-$99,000	4.2%	2.9%
- Over $100,000	1.87%	0.75%
Acquired second hand more than 3 years ago		
- Overall	1.77%	3.6%
- Under $10,000	1.57%	3.7%
- $10,000-$99,000	1.86%	4.98%
- Over $100,000	1.87%	1.89%

Q 8 If your group/organisation is not currently using the Internet (including the Web and electronic mail), or is not using it to the extent you think you should be, what is holding you back?

Overall, the three most prominent reasons holding organisations back from using the Internet more: *lack of staff to manage it* (44.4%), *can't afford it financially* (37.1%), and *not sure how it might be useful to the organization* (30.4%).

In relation to organization size: There was some variation in perceptions, with organisations with bigger budgets citing *we're too busy with core business* as their main reason for not making more use of Internet (36.9%), while organizations with budgets under $10,000 tended to cite we *don't have the staff to manage it* (49.1%) and *we can't afford it financially* (48.3%). Organisations with budgets in the mid range tended to cite *we're not sure it would be useful to our organizations* (54.6%) and *we don't have the staff to manage it* (53.2%).

In relation to the 2005 survey: Overall, there was a general decline in perceived barriers to adoption and use of ICTs in 2008 than there was in 2005. As was the case in 2005, the biggest barrier to more effective use of the Internet is resourcing—staff and finances. However, in both cases, fewer respondents cited these areas as barriers than they did in 2005.

Table 8 Holding you back from using the Internet	**2008 Strongly Agree/Agree**	**2005 Strongly Agree/Agree**
We can't afford it financially		
- Overall	37.13%	47.6%
- Under $10,000	48.3%	50.6%
- $10,000-$99,000	33.3%	49.3%
- Over $100,000	27.3%	38.5%
We lack clear understanding of how it works		
- Overall	23.3%	20.8%
- Under $10,000	21.66%	20.2%
- $10,000-$99,000	20.1%	21%
- Over $100,000	28.3%	19.7%
We're not sure it would be useful to our organization		
- Overall	30.4%	36.6%
- Under $10,000	40.1%	46.5%
- $10,000-$99,000	54.6%	34%
- Over $100,000	17%	24.7%
The technology is too intimidating		
- Overall	13.4%	13.8%

- Under $10,000 - $10,000-$99,000 - Over $100,000	15% 15.2% 9.87%	17.7% 9.4% 33.3%
We're too busy with core business - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 25.3% 16.9% 25.9% 36.9%	 28.3% 21.5% 29.9% 41%
We don't have the staff to manage it - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 44.4% 49.1% 53.2% 32.9%	 50% 54.2% 46.9% 50.7%
We used to use the internet but stopped - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 3.66% 5.17% 3.84% 1.28%	 5.5% 8.4% 2.2% 3%
It would not be useful to the groups we serve - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 20.1% 25.8% 20.2% 13.8%	 28.6% 37% 26.2% 26%

Q 9 Evaluate the adequacy of the technical support available to you

Overall, the largest group of responses (37.3%) indicated that organisations had a *high* or *very high* amount of support available, followed by a *moderate* amount of support (33.2%), and a *low* or *very low* amount (29.6%).

In relation to organisation size: More than half the organisations with bigger budgets indicated that their access to technical support was *high* or *very high* compared with approximately a quarter of organisations with mid range budgets, and approximately a fifth of organisations with smaller budgets.

In relation to the 2005 survey: In 2008, reports of *high* or *very high* levels of technical support were lower overall than they were in 2005, with fewer large and small organisations indicating a high level of support. However, nearly double the percentage of medium sized organisations indicated a high level of support in 2008 compared to 2005.

Table 9 Technical support	**2008**	**2005**
Very Low or Low		
- Overall	29.67%	31.2%
- Under $10,000	45.2%	46.9%
- $10,000-$99,000	34.7%	31.9%
- Over $100,000	15.6%	13.1%
Moderate level		
- Overall	33.2%	26.9%
- Under $10,000	32.3%	26%
- $10,000-$99,000	36.7%	26.1%
- Over $100,000	30.8%	28.8%
High or Very High		
- Overall	37.3%	41.7%
- Under $10,000	22.3%	27%
- $10,000-$99,000	28.4%	14.9%
- Over $100,000	53.5%	58%%

Q 10 Evaluate your group or organisation's key decision-makers' level of knowledge about ICTs

Overall, the most frequently given answer to the question regarding the level of ICT knowledge of the organisation's key decision maker was a *moderate* level of knowledge (42.7%).

In relation to organisation size: Respondents in bigger organisations were more likely to rate their key decision-maker's level of ICT knowledge as *high* or *very high*, compared with respondents in medium-sized or smaller organisations.

In relation to the 2005 survey: There is a general trend towards a perception of increased decision makers' knowledge of ICTs—that is, more *high/very high* and fewer *low/very low* responses—across all organization types.

Table 10 Evaluations of key decision-maker's level of knowledge about ICTs	**2008**	**2005**
Low or Very Low		
-Overall	20.9%	28.4%
- Under $10,000	27.6%	35%
- $10,000-$99,000	22.7%	31%
- Over $100,000	14.9%	17%
Moderate		
-Overall	42.7%	38.1%
- Under $10,000	42%	39.3%
- $10,000-$99,000	39.5%	33%
- Over $100,000	45.5%	42.6%
High or Very High		
- Overall	36.3%	33.4%
- Under $10,000	30.3%	25%
- $10,000-$99,000	37.6%	36%
- Over $100,000	39.5%	40%

Q 11 Evaluate your group or organisation's key decision-makers' level of leadership in using ICTs

Overall, the most frequently given answer was a *moderate* level of leadership (40.7%).

In relation to organization size: Respondents in large organisations were more likely to indicate that their key decision-maker's level of ICT leadership was *high* or *very high* compared with respondents in smaller organisations.

This question was not asked in 2005.

Table 11 Key decision maker's level of leadership in using ICTs	**2008**
Low or Very low	
- Overall	26.4%
- Under $10,000	37.6%
- $10,000-$99,000	27.5%
- Over $100,000	17.3%
Moderate	
- Overall	40.7%
- Under $10,000	41.3%
- $10,000-$99,000	42%
- Over $100,000	39.4%
High or Very High	
- Overall	33.1%
- Under $10,000	20.9%
- $10,000-$99,000	30.4%
- Over $100,000	43.2%

Q 12 Assuming funding was available, to what degree would the following products or services – or more of these products and services – be helpful to your organisation?

Overall, four areas were rated as being most helpful: *assistance with website enhancement* (61.15%), *website development* (58.98%), and *training on specific applications* (54.97%), and *training on software* (51.8%).

In relation to organisation size: The key areas considered most helpful were similar across all organisations, with two notable differences. Specifically, for small organisations, *Internet access* and *updating virus software* were considered even more helpful than *training on software.* For areas except *Internet access*, the trend was for larger organisations to indicate a need for help more than smaller organisations. For *Internet access*, this trend was reversed.

In relation to the 2005 survey: The key areas considered likely to be helpful to organisations remained constant across the two surveys. There was an increased demand for assistance with website development and enhancement and a decreased demand for help with installation of hardware and software. Note, not all sub questions were asked in 2005.

Table 12 Helpfulness of particular products or services to the organization	**2008 Helpful/Very helpful**	**2005 Helpful/Very Helpful**
Assistance with website enhancement		
- Overall	61.15%	53%
- Under $10,000	48.55%	41.9%
- $10,000-$99,000	57.78%	51.9%
- Over $100,000	72.54%	64.6%
Assistance with web development		
- Overall	58.98%	54%
- Under $10,000	49.4%	45.6%
- $10,000-$99,000	55.2%	54.7%
- Over $100,000	67.46%	62.1%
Training on specific software applications		
- Overall	54.97%	
- Under $10,000	44.06%	
- $10,000-$99,000	47.29%	
- Over $100,000	67.43%	
Computer software training		
- Overall	51.87%	51%
- Under $10,000	38.98%	36.8%
- $10,000-$99,000	47.80%	52.7%
- Over $100,000	89.18%	58.8%
ICT helpdesk for problem solving/consultation		
- Overall	47.5%	

- Under $10,000 - $10,000-$99,000 - Over $100,000	36% 46% 55.25%	
Assistance with use of internet tools - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 46.97% 37.77% 45.63% 53.69%	
Computer and printer maintenance and support - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 46.57% 37.07% 42% 53.69%	 50% 42.7% 50.6% 53.9%
On site technology training/consultation - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 45.73% 32.57% 39.39% 57.58%	 48% 36.1% 48.4% 57%
Assistance with development of a technology plan - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 44.44% 32.18% 39.79% 56.47%	 41% 36.4% 40.6% 48.2%
Updating virus software - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 43.70% 39.88% 44.89% 45.31%	 49% 46.7% 48.3% 49.8%
General internet training - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 42.25% 16.72% 38.72% 48.06%	 38% 30.9% 43.3% 38%
Assistance with installation of hardware - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 39.29% 28.24% 38.38% 46.85%	 44% 36.9% 47.6% 45.6%
Internet access - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 37.25% 41.95% 36.26% 34.64%	 38% 36.6% 37.2% 39.4%
Assistance with installation of software - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 36.89% 29.37% 36.04% 41.79%	 40% 35.4% 43.3% 39.8%

WEB SITES AND OTHER INTERNET TOOLS

Q 13 (a) Does your organisation currently have a website?

Overall, a majority of respondents answered *Yes* they currently have a website**.**

In relation to organisation size: Organisations with bigger budgets were more likely to have websites than smaller organisations.

In relation to the 2005 survey: More organisations in all categories had a web presence in 2008 than in 2005.

Table 13a Organisational websites	**2008 Yes**	**2005 Yes**
- Overall	52.8%	36.3%
- Under $10,000	28.48%	22.3%
- $10,000-$99,000	49%	35.6%
- Over $100,000	72.4%	56.5%

Q 13 (b) If No [you do not currently have a website], to what extent are you currently considering establishing a website for your organisation?

Overall, a majority of organisations without a website (57.4%) indicated that they had no plans to establish a website soon, while 13.2% indicated that they were definitely going to establish a website soon. All others were somewhere in between these extremes.

In relation to organisation size: Of the organisations that do not currently have a website, the majority of those with budgets under $10,000 and budgets between $10,000 and $99,000 indicated that they had no plans to establish a website soon. Of the large organisations, somewhat less than half had no such plans. Large organisations were also more likely to indicate that they would definitely establish a website soon.

In relation to the 2005 survey: Fewer organisations in each budget category in 2008 indicated they had no plans to establish a website soon than was the case in 2005. More organisations in 2008, except for the larger organisations, indicated that would definitely establish a website soon. However, keep in mind that far more organisations in all categories had websites in 2008 compared to 2005.

Table 13b Plans for organisational websites	**2008**	**2005**
No plans to establish a website soon		
- Overall	57.42%	65.5%
- Under $10,000	68.96%	80.4%
- $10,000-$99,000	52%	61.6%
- Over $100,000	43.5%	38.9%
Definitely going to establish a website soon		
- Overall	13.2%	11.5%
- Under $10,000	7.75%	5.8%
- $10,000-$99,000	12%	11.3%
- Over $100,000	22.58%	24.7%

Q 14 How familiar are you with the following Internet applications? [Multiple selections allowed]

This set of questions was added to the 2008 survey, in part because of the rapid recent development of so-called "social media" or Web 2.0 tools. Social media applications were the focus of the *Engage Your Community* conferences held in Hamilton and Wellington prior to the survey and in several other locations since.

Overall, familiarity with email (96.5%) and websites (83.1%) was high across all organisations. However, there was a big drop-off after those two, with fewer than one third of participants familiar with blogs (31.3%), the next most recognised tool.

In relation to organisation size: Familiarity with email and websites was high regardless of organisation size. There was a fairly consistent pattern of respondents from larger organisations being somewhat more familiar with Internet tools than smaller organisations.

Table 14 Familiarity with Internet Applications	**2008 Familiar/Very Familiar**
Email	
- Overall	96.5%
- Under $10,000	93.75%
- $10,000-$99,000	96.77%
- Over $100,000	98.5%
Website	
- Overall	83.19%
- Under $10,000	74.7%
- $10,000-$99,000	83.17%
- Over $100,000	88.38%
Blog	
- Overall	31.3%
- Under $10,000	22.3%
- $10,000-$99,000	32.22%
- Over $100,000	37.31%
Wiki	
- Overall	24.79%
- Under $10,000	17.83%
- $10,000-$99,000	23.8%
- Over $100,000	29.85%
Social Networking	
- Overall	29.32%
- Under $10,000	23.52%
- $10,000-$99,000	26.29%
- Over $100,000	35.07%
Podcasts	
- Overall	17.01%
- Under $10,000	13.04%
- $10,000-$99,000	15.31%
- Over $100,000	20.83%
Video Sharing Services	

- Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	26.25% 18.61% 25.82% 30.94%
Photo Sharing Services - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 21.49% 16.57% 18.39% 25.74%
Online Collaboration Tools - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 5.67% 12.83% 3.75% 7.46%
Voice Over Internet - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 31.02% 22.87% 29.24% 39.55%
RSS Feeds - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 10.11% 6.95% 7.07% 15.29%
Mash-Ups - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 2.08% 1.07% 1.88% 3.38%
Second Life - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 2.22% 0.53% 1.88% 4.1%

Q 15 How much does your organisation use each of the following Internet applications to do its work? [Multiple selections allowed]

Overall, Email is the most widely used Internet application (73.8%), followed next by websites (39.4%). There was very little reported use of the other Internet applications at the time of the survey.

In relation to organisation size: Email is the predominant Internet application used by organisations, regardless of budget size. There was a fairly consistent pattern of respondents from larger organisations using other Internet tools somewhat more than smaller organisations.

This question was not asked in 2005.

Table 15 Use of Internet Applications	**2008 Extensive / Very Extensive Use**	**2008 Not Used At All /Very Little**
Email		
- Overall	73.8%	9.04%
- Under $10,000	56.6%	18.5%
- $10,000-$99,000	70%	8.29%
- Over $100,000	88.4%	3.3%
Website		
- Overall	39.4%	36.11%
- Under $10,000	21.3%	57.3%
- $10,000-$99,000	31.77%	40.18%
- Over $100,000	57.62%	20.07%
Blog		
- Overall	2.4%	90.6%
- Under $10,000	1.64%	93.4%
- $10,000-$99,000	2.85%	93.8%
- Over $100,000	2.66%	86.69%
Wiki		
- Overall	2.11%	83.4%
- Under $10,000	0.5%	94.4%
- $10,000-$99,000	1.42%	94.2%
- Over $100,00	4.15%	86.0%
Social Networking		
- Overall	3.64%	91.3%
- Under $10,000	2.7%	94.5%
- $10,000-$99,000	3.3%	94.78%
- Over $100,000	4.13%	86.84%
Podcasts		
- Overall	0.98%	95.49%
- Under $10,000	0.54%	97.8%
- $10,000-$99,000	0	97.6%
- Over $100,000	1.89%	92.04%

Video Sharing Services		
- Overall	2.82%	84.1%
- Under $10,000	2.18%	93.9%
- $10,000-$99,000	1.42%	93.8%
- Over $100,000	3.81%	88.5%
Photo Sharing Services		
- Overall	2.2%	91.2%
- Under $10,000	1.09%	92.3%
- $10,000-$99,000	2.36%	94.7%
- Over $100,000	2.36%	88.3%
Online Collaboration Tools		
- Overall	1.27%	96.8%
- Under $10,000	0	98.9%
- $10,000-$99,000	0	99.5%
- Over $100,000	1.15%	93.8%
Voice Over Internet		
- Overall	5.6%	87.2%
- Under $10,000	3.8%	92.8%
- $10,000-$99,000	2.8%	93.8%
- Over $100,000	9.3%	78.1%
RSS Feeds		
- Overall	1.8%	95.2%
- Under $10,000	1.6%	96.1%
- $10,000-$99,000	0.4%	98.5%
- Over $100,000	3%	91.6%
Mash-Ups		
- Overall	1%	99%
- Under $10,000	0	99.4%
- $10,000-$99,000	0	99.5%
- Over $100,000	0.7%	98.4%
Second Life		
- Overall	0	99.1%
- Under $10,000	0	98.9%
- $10,000-$99,000	0	99.5%
- Over $100,000	0	98.8%

Q 16 How likely is it you will use MORE Internet-based tools in the next year?

Overall, the most frequently cited answers to this question were *somewhat likely* (27%) followed by *neutral or undecided* (24.8%)

In relation to organisation size: Organisations with bigger budgets were much more inclined to say that they were *somewhat or very likely* to use more Internet tools next year than were organisations with smaller budgets.

This question was not asked in 2005.

Table 16 Likelihood of using more Internet tools in the next year	**2008 Very Unlikely /Somewhat Unlikely**	**2008 Somewhat Likely /Very Likely**
- Overall	33.5%	41.8%
- Under $10,000	53.6%	21%
- $10,000 - $99,000	36.9%	35.5%
- Over $100,000	17.1%	61.9%

RECENT SPECIFIC INITIATIVES

Q 17 Asked participants if their group or organisation had initiated or adopted at least one significant new ICT in the past five years.

Overall, just under half of the respondents (48%) indicated that they had adopted a significant ICT in the last five years.

In relation to organisation size: More organisations with budgets greater than $100,000 (66.4%) had adopted a significant ICT in the 5-year timeframe compared with smaller organisations.

This question was not asked in 2005.

Table 17 Significant new ICT in past 5 years	**2008 Yes**	**2008 No**
- Overall %	48%	52%
- Under $10,000	30.6%	69.4%
- $10,000-$99,000	41.8%	58.2%
- Over $100,000	66.4%	33.6%

Qs 20, 21, and 22 asked respondents to evaluate the new ICT immediately after implementation (i.e. within the first two months), after six months, and currently.

This question was addressed to those participants who answered *Yes* on Q17. Overall, perceptions of the implementation were favourable across time with a majority of respondents agreeing/strongly agreeing that it worked well (>76% overall), improved the organisation's effectiveness (> 75% overall), resulted in members being better served (>70% overall, and resulted in measureable benefits (> than 70% overall). Interestingly, less than one third of respondents perceived that the implementation increased their workload and less than one quarter considered it had created extra stress for users.

Notably, there was a tendency for benefits to be perceived to increase as time went on (i.e., from immediately after implementation to currently) and for costs (e.g., increased workload, stress) to decrease.

In relation to organisation size: There was no discernible pattern of differences based on organisation.

This question was not asked in 2005

Table 20 **2008 – Evaluations - Agree/Strongly Agree**

	Immediately after implementation	**Six months after implementation**	**Currently**
Worked well			
- Overall	76.4%	76%	83.4%
- Under $10,000	81%	71.1%	75%
- $10,000-$99,000	76.6%	81.2%	88.5%
- Over $100,000	74.1%	74.5%	83.7%
Increased our workload			
- Overall	32%	25.1%	22.6%
- Under $10,000	36.3%	29.4%	32.5%
- $10,000-$99,000	25.8%	20.5%	16.3%
- Over $100,000	32.7%	25.1%	20.3%
Resulted in measureable benefits			
- Overall	71.8%	74.5%	78.7%
- Under $10,000	64.2%	67.3%	62.7%
- $10,000-$99,000	40.9%	69.6%	78.3%
- Over $100,000	76.9%	79%	83.7%
Improved organisation's effectiveness			
- Overall	75.1%	75.2%	80.3%
- Under $10,000	74.1%	71.1%	65.1%
- $10,000-$99,000	68.5%	72.1%	77%
- Over $100,000	77.6%	77.7%	86.6%
Was fully operational			
- Overall	64%	78.9%	79.2%
- Under $10,000	62.5%	70.5%	61.3%

- $10,000-$99,000	55.6%	81%	80%
- Over $100,000	68.2%	79.6%	84.4%
Created stress for users			
- Overall	22.6%	18.3%	15%
- Under $10,000	15.7%	15.3%	20.9%
- $10,000-$99,000	15.9%	11.3%	11.4%
- Over $100,000	28.9%	23%	14.7%
Encountered unexpected costs			
- Overall	17.4%	13.2%	12.2%
- Under $10,000	13.8%	9.6%	16.2%
- $10,000-$99,000	12.5%	11.3%	8.1%
- Over $100,000	20.8%	15.3%	12.5%
Resulted in members of clients being better served			
- Overall	72.9%	72%	78%
- Under $10,000	70.6%	63.4%	67.4%
- $10,000-$99,000	71.5%	73%	75.8%
- Over $100,000	73.5%	74.3%	81.3%
Encountered unexpected problems			
- Overall %	28.5%	17.4%	15.5%
- Under $10,000	21%	15.3%	18.6%
- $10,000-$99,000	27.2%	14.2%	9.8%
- Over $100,000	33.1%	19.7%	17.1%

ABOUT YOUR ORGANISATION

Q 26 Which of the following most accurately describes the primary groups your organisation aims to serve? [Multiple sections were allowed]

Overall, the primary groups served cited most frequently were: women (53%); the local community (49.6%); and men (49.5%). These three primary groups were the largest regardless of organisation size.

In relation to the 2005 survey: the primary groups served in 2005 were *women, children,* and *young people*. Note that *men* was not one of the groups included in 2005. The 2005 data are not included here since the data were not readily comparable for the two surveys..

Table 21 Primary Groups Served	**2008**
Women	
- Overall	53%
-Under $10,000	27.8%
-$10,001 - $99,000	32.7%
-Over $100,000	39.4%
Children	
- Overall	43.4%
-Under $10,000	25.2%
-$10,001 - $99,000	34.5%
-Over $100,000	40.1%
Men	
- Overall	49.5%
-Under $10,000	28.4%
-$10,001 - $99,000	33.1%
-Over $100,000	38.3%
Older people	
- Overall	41.5%
-Under $10,000	32%
-$10,001 - $99,000	29.2%
-Over $100,000	38.6%
Younger people	
- Overall	42.2%
-Under $10,000	26.6%
-$10,001 - $99,000	34.5%
-Over $100,000	38.8%
Maori	
- Overall	35.4%

-Under $10,000 -$10,001 - $99,000 -Over $100,000	23.7% 29.9% 46.3%
Pacific people - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 28.7% 22% 31.1% 46.8%
Other ethnic group - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 17.3% 23.8% 32%\ 43.2%
Immigrants - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 18.9% 23.2% 30.1% 46.5%
Disabled people - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 22.6% 5.1% 31.4% 46.2%
People with special health problems - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 18% 23% 30.9% 46%
Local community generally - Overall -Under $10,000 -$10,001 - $99,000 -Over $100,000	 49.6% 30.2% 31.7% 42.5%

Q 27 Which of the following best describes the location of your organisation?

- **Urban centre**
- **Small town**
- **Rural**
- **Remote rural**

Overall, the largest category of respondents (53.3%%) was located in urban centres; 33% were located in small towns; and 13.6% were located in rural or remote areas.

In relation to organisation size: The largest group of respondent small organisations was located in small towns and the largest groups of medium and large organisations were located in urban centres.

In relation to the 2005 survey: By contrast with the 2008 survey, the largest groups of all respondents were located in urban centres.

Table 22 Location	**2008**	**2005**
Urban Centre		
-Overall	53.3%	49.4%
- Under $10,000	37.8%	39.2%
- $10,000-$99,000	44.85%	49.1%
- Over $100,00	71.04%	61.9%
Small town		
-Overall	33%	32.3%
- Under $10,000	41.96%	37.5%
- $10,000-$99,000	41.12%	35%
- Over $100,00	20.07%	23.4%
Rural		
-Overall	11.2%	15.9%
- Under $10,000	18.1%	20.6%
- $10,000-$99,000	9.81%	13.2%
- Over $100,00	7.72%	13.2%
Remote rural		
-Overall	2.4%	2.5%
- Under $10,000	2.07%	2.8%
- $10,000-$99,000	4.2%	2.6%
- Over $100,00	1.15%	0.4%

Q 28 What is your organisation's main mission or service area?

Overall, the main mission or service areas identified most frequently were: sport/recreation (23.2%), followed by "other" (13.3%), education and research (12.2 %), social services (12.2%), and arts/culture (10%).

In relation to organisation size: The main mission of organisations with budgets greater than $100,000 was education and research (17.4%); for organisations with a mid range budget the main mission was sports/recreation (29.16%); and for smaller organisations sports/recreation was also the main mission (28.35%).

In relation to the 2005 survey: The patterns were quite similar: In the 2005 survey the largest group of organisations also identified their main mission as sports and recreation followed by "other", social services, education and research, and arts/culture.

Table 23 Main Mission	**2008**	**2005**
Sports/Recreation		
- Overall	23.2%	29.3%
- Under $10,000	28.35%	36%
- $10,000-$99,000	29.16%	31.5%
- Over $100,000	14.77%	17.9%
Education & Research	12.2%	10.5%
- Under $10,000	10.82%	7.02%
- $10,000-$99,000	7.4%	10.6%
- Over $100,000	17.42%	15.3%
Social Services		
- Overall	12.2%	11.8%
- Under $10,000	8.76%	8.1%
- $10,000-$99,000	11.11%	13.2%
- Over $100,000	15.9%	14.9%
Arts/Culture		
-Overall	10.6%	8.1%
- Under $10,000	18.04%	11.2%
- $10,000-$99,000	9.72%	8.3%
- Over $100,000	5.68%	3.7%
Environmental, Animal Protection		
- Overall	3.4%	3.2%
- Under $10,000	6.18%	3.9%
- $10,000-$99,000	4.16%	2.5%
- Over $100,000	0.75%	3.3%
Health		
- Overall	8%	6.7%

- Under $10,000 - $10,000-$99,000 - Over $100,000	2.06% 5.09% 15.15%	4.2% 5.4% 11.9%
Community Development, Housing - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 2.5% 1.03% 2.31% 3.78%	 1.9% 2.2% 2.0% 1.5%
Employment, training - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 0.4% 0.51% 0 0.75%	 1.2% 0.2% 0.2% 3.7%
Law, Legal Services - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 0.7% 0.51% 0.92% 0.75%	 0.6% 0.8% 0 1.1%
Civic, Advocacy, Politics - Overall - Under $10,000 - $10,000-$99,000 - Over $100,00	 1.2% 1.54% 0.92% 1.13%	 0.9% 1.1% 1.1% 0.3%
Grant-making, Fund raising, Voluntarism promotion - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 4.4% 2.57% 6.94% 3.78%	 2.5% 2.8% 3.1% 1.4%
International Activities - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 0.8% 0.51% 1.38% 0.75%	 0.3% 0.2% 0.5% 0
Religion - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 4.2% 2.57% 6.01% 4.16%	 4.6% 2.2% 5.4% 6.7%
Business, Unions, Professional Associations - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 2.1% 1.03% 0.92% 3.78%	 2.1% 1.1% 1.7% 4.1%
Other - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 13.3% 15.46% 13.88% 11.36%	 15.6% 18.5% 14% 13.8%

Q 29 How many full-time equivalent (FTE) paid staff are employed by your local organisation or group?

Overall, 46.7% organisations have 0 FTE paid staff, 43.8% have 1-10 paid staff, and 9.5% have more than 10 paid staff.

Across both surveys, numbers of paid staff remained roughly similar across the organizations.

Table 24 Paid staff	**2008**	**2005**
Under $10,000		
- No paid staff	94.4%	89.2%
- Between 1-9 paid staff	5.6%	10.8%
- More than 10 paid staff	0	0
$10,000-$99,000		
- No paid staff	55.8%	51.4%
- Between 1-9 paid staff	43.7%	48%
- More than 10 paid staff	0.5%	0.6%
Over $100,000		
- No paid staff	10.07%	6.7%
- Between 1-9 paid staff	63.9%	70.5%
- More than 10 paid staff	23.6%	29.4%

Q 30 How many unpaid staff (volunteers) are actively involved in your local organisation or group?

Overall, the majority of organisations (59.5%) have 10 or more unpaid staff.

Overall, between 2005 and 2008, the percentage of organisations with no unpaid staff appears to have decreased and the percentage of organisations with 10 or more unpaid staff has increased substantially across all organization types. We suspect that some of the differences are due to a slight change in the question from 2005 to 2008. Specifically, in 2008, the word *volunteers* in parentheses was added to the question. That is, in 2005, the question appeared as “How many unpaid staff are actively involved with the office where you work?”

Table 25 Unpaid staff	**2008**	**2005**
Under $10,000		
- No unpaid staff	2.7%	20%
- Between 1-9 unpaid staff	54.4%	21.7%
- 10 or more unpaid staff	42.7%	16%

$10,000-$99,000 - No unpaid staff - Between 1-9 unpaid staff - 10 or more unpaid staff	 5.2% 34.2% 60.47%	 16% 19.6% 30%
Over $100,000 - No unpaid staff - Between 1-9 unpaid staff - 10 or more unpaid staff	 19.9% 23.6% 56.4%	 34% 10.9% 28%

Q 31 Which of the following best describes your organisation?

- **An independent organisation with a formal affiliation to similar organisations in New Zealand**
- **An independent or stand-alone organisation with no formal affiliation to similar organisations**
- **A local branch of a national organisation**
- **A local branch of an international organisation**
- **The New Zealand headquarters of an international organisation**

Overall, the largest category was organisations described as *an independent organisation with formal affiliation to similar organisations in New Zealand*, followed by *an independent or stand-alone organisation with no formal affiliation to similar organisations*. More than four out of five organisations fell in one of these two categories.

In terms of organisation size: The largest category of respondents in the less than $10,000 budget range was an *independent or stand alone organisation*. The largest category in both the mid range and the largest budget range was: an *independent organisation with a formal affiliation to similar organisations* in New Zealand.

In relation to the 2005 survey: The largest category of respondents in both surveys was that of the independent organisation with a formal affiliation to similar organisations in New Zealand.

Table 26 Organisation descriptions	**2008**	**2005**
Independent organisation with a formal affiliation to similar organisations in New Zealand		
- Overall	43.6%	41%
- Under $10,000	35.3%	5.2%
- $10,000-$99,000	48.3%	46.4%
- Over $100,000	47.7%	52.2%
An independent or stand alone organisation with no formal affiliation to similar organisations		
- Overall	37.9%	34.8%
- Under $10,000	44.6%	38.8%
- $10,000-$99,000	33,4%	29.9%
- Over $100,000	36.7%	35.9%
A local branch of a national organisation		
- Overall	11%	13.4%
- Under $10,000	13.8%	14.8%

- $10,000-$99,000 - Over $100,000	10.2% 8.3%	14.8% 9.6%
A local branch of an international organisation - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 4.2% 4.1% 5.5% 1.8%	 4.3% 4.4% 6.3% 1.5%
New Zealand headquarters of an international organisation - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 3.2% 2% 2.3% 5.3%	 1.3% 0.8% 2.2% 0.7%

Q 32 What is your organisation's total annual budget this year?

- **Less than $10,000**
- **$10,001 - $99,000**
- **$100,000 - $499,999**
- **$500,000 - $999,999**
- **$1,000,000 - $9,999,999**
- **$10,000,000 - $19,999,999**
- **$20,000,000 - $29,999,999**
- **$30 million - $50 million**
- **More than $50 million**

In relation to the 2005 survey: The sample in general comprised more large organisations in 2008, in part due to the inclusion of a number of organisations from Wellington; no organisations from Wellington participated in the 2005 survey. The proportion of organisations with annual budgets over $100,000 was greater in 2008 than in 2005 and the proportion of organisations with annual budgets less than $10,000 was smaller.

Table 27 Annual Budgets	**2008**	**2005**
Less than $10,000	28.5%	37.2%
Between $10,001 - $99,000	31.9%	35.5%
More than $100,000	39.5%	27.3%

Q 34 Evaluate the degree to which your group/organisation gets leadership (e.g. encouragement or guidance) in using ICTs from each of the following [Multiple selections were allowed]

Overall, responses indicate that leadership in using ICTs is drawn from a variety of roles, with no one standing out as the primary source of leadership. Specifically, ICT leadership is provided by the CEO or general manager (32.7%), staff (32.3%), volunteers (28.7%) and other (28.8%).

In relation to organisation size: In organisations with budgets more than $100,000, more than half of the respondents nominated the general manager and staff as primary sources of leadership. In the case of organisations with smaller budgets, more than one third of respondents nominated volunteers as their primary source of leadership in the use of ICTs.

This question was not asked in 2005.

Table 28 Assessment of Leadership in Using ICTs	**2008 Not At All/Very Little**	**2008 Quite a Bit/Very Extensively**
Board		
- Overall	36.3%	23%
- Under $10,000	31.5%	14.5%
- $10,000-$99,000	37.1%	22.5%
- Over $100,000	38.9%	28.7%
CEO or general manager		
- Overall	22.8%	32.7%
- Under $10,000	30%	14%
- $10,000-$99,000	27.7%	18.6%
- Over $100,000	14.6%	55.7%
Volunteers		
- Overall	33.4%	28.7%
- Under $10,000	26.8%	37.4%
- $10,000-$99,000	30%	33%
- Over $100,00	41.1%	19.3%
Staff		
- Overall	21.3%	32.3%
- Under $10,000	25.5%	9.5%
- $10,000-$99,000	22%	23.5%
- Over $100,000	18.1%	54.1%
Our national office		
- Overall	22.6%	17.7%
- Under $10,000	26.6%	9.4%
- $10,000-$99,000	22.5%	17.9%
- Over $100,000	20.1%	23.4%

A national organization		
- Overall	26.7%	8.4%
- Under $10,000	27%	8.1%
- $10,000-$99,000	25.9%	8.1%
- Over $100,000	27.2%	0.1%
A local community group		
- Overall	30.3%	8%
- Under $10,000	33.3%	8.1%
- $10,000-$99,000	28%	11.4%
- Over $100,000	30.2%	6.1%
Other		
- Overall	17.3%	28.8%
- Under $10,000	21.5%	7.6%
- $10,000-$99,000	15.4%	7%
- Over $100,000	16%	11%

ABOUT YOU

Q 35 Which of the following best describes your role in the organisation?

- **CEO or General Manager**
- **Board Chair or Trust Chair**
- **Trustee or Board Member**
- **Staff**
- **Volunteer**
- **Other**

Overall, about one out of five respondents categorised themselves as CEOs/General Managers, with a similar percentage categorising themselves as Volunteers.

In relation to organisation size: Respondents from large organisations were much more likely to be CEOs and those from small organisations were much more likely to be volunteers.

This question was not asked in 2005.

Table 29 Roles	**2008**
CEO	
- Overall	20.9%
- Under $10,000	3.1%
- $10,000-$99,000	11.7%
- Over $100,000	44.4%
Board/Trust Chair	
- Overall	7.7%
- Under $10,000	14.5%
- $10,000-$99,000	5.6%
- Over $100,000	4.8%
Trustee/Board Members	
- Overall	15.4%
- Under $10,000	18.1%
- $10,000-$99,000	23.5%
- Over $100,000	7.4%
Staff	
- Overall	17.6%
- Under $10,000	2%
- $10,000-$99,000	17.9%
- Over $100,000	28.3%
Volunteers	
- Overall	21.6%

- Under $10,000 - $10,000-$99,000 - Over $100,000	39.8% 28.3% 2.9%
Other - Overall - Under $10,000 - $10,000-$99,000 - Over $100,000	 16.7% 22.2% 12.7% 11.9%

Q 36 Did you personally attend an "e-Engage your Community Conference" in Hamilton or Wellington?

Q 37 Did someone else from your group or organisation attend an "e-Engage your Community Conference" in Hamilton or Wellington?

E-Engage Conference

Overall, 10% of respondents indicated that they or a representative of their organisation had attended one of the two conferences. Attendees were more likely to be from organisations with budgets greater than $100,000 p.a. 18.2% of respondents with budgets greater than $100,000 attended compared with 7.4% of organisations with annual budgets between $10,000 and $99,000, and 2.5% of organisations with budgets less than $10,000.

Differences in familiarity with Internet tools between conference attendees and non-attendees: Overall, those respondents who attended the conference personally indicated a higher level of familiarity with a number of Internet applications than did respondents who did not attend the conference personally.

Table 30 Personal Attendance at Conference and Familiarity (familiar/very familiar) with Internet Applications	**Attended Conference - Yes**	**Attended Conference - No**
Email	97.9%	96.5%
Website	82.9%	83%
Blogs	45.8%	30.1%
Wiki	19.1%	24.8%
Social networking sites	47.9%	27.8%
Podcasts	23%	16.6%
Video sharing services	27%	26%
Collaborative tools	14.5%	4.8%
VOIP	42.5%	30.2%
RSS feeds	29.1%	8.8%
Mashups	6.6%	1.8%
Secondlife	4.1%	2.1%

Differences in uses of Internet tools between conference attendees and non-attendees: Similar to 8b above, respondents who attended the conference personally also indicated having more extensive and more sophisticated use of ICTs than did respondents who did not attend the conference personally.

Table 31 Personal Attendance at Conference and sophisticated use of ICTs—that is, agree/strongly agree with the following	**Attended Conference - Yes**	**Attended Conference - No**
Extensive use of ICTs	81.25%	55.6%
Sophisticated use of ICTs	50.%	29.4%
Extensive use of the Internet	72.3%	44.1%
Skilled use of the Internet	50%	35.9%
Advanced use of the Internet	39.5%	22.5%
Extensive use of information systems	50%	40%
Sophisticated use of information systems	34%	24.2%

These questions were not asked in 2005.

Q38 How would you rate your knowledge about ICTs?

Overall, the mean score for responses to this question was 3.18, with a standard deviation of 0.967. That is, overall, respondents tended to suggest they had a moderate level of knowledge.

In relation to organisation size: Respondents in organisations with larger budgets were more inclined to rate their level of knowledge about ICTs as *high* or *very high* compared with respondents in organisations with smaller budgets.

Table 32a: Respondent's level of knowledge about ICTs by organization size (budget)	**2008 Low/very low**	**2008 High/very high**
- Under $10,000	30.3%	25.6%
- $10,000-$99,000	16.9%	41.3%
- Over $100,00	13.3%	44.6%

In relation to organisational role: Overall, more respondents in CEO or general manager roles rated their knowledge about ICTs as *high* or *very high* compared with respondents in other roles.

Table 32b: Respondent's level of knowledge about ICTs by role	**2008 Low/very low**	**2008 High/very high**
CEO or general manager	13.9%	43.7%
Board/Trust chair	25.4%	31%
Trustee/board member	21.8%	42.7%
Staff	17.1%	39.8%
Volunteer	25.1%	29%
Other	23.3%	33%

These questions were not asked in 2005.

Q 39 How would you describe the level of enthusiasm you have about the use of ICTs for doing your group/organisation's work?

Overall, the mean score for responses to this question was 3.59, with a standard deviation of 1.067. That is, overall, respondents tended to suggest they had a *moderate* bordering on *high* level of enthusiasm.

In relation to organisation size: Overall, ratings of *high* or *very high* levels of enthusiasm for ICTs increased with organisation size.

Table 33a Respondents level of enthusiasm about ICTs by organization size (budget)	**2008 Low/Very Low**	**2008 High/Very High**
- Under $10,000	21.7%	42.4%
- $10,000-$99,000	10.75%	54.2%
- Over $100,00	6.3%	78.8%

In relation to organisational role: Similar to the responses in relation to respondents' knowledge about ICTs, more respondents in CEO or general manager rated their enthusiasm for ICTs as high or very high.

Table 33b Respondents level of enthusiasm for ICTs by role	**2008 Low/Very Low**	**2008 High/Very High**
CEO or general manager	3.3%	80.5%
Board/Trust chair	10.7%	60.7%
Trustee/board member	20.7%	49.5%
Staff	5.5%	75.5%
Volunteer	20.5%	44.2%
Other	21.6%	41.6%

These questions were not asked in 2005.

Appendix 1: Method

This report communicates key results from an empirical survey on the Information and Communication Technology (ICT) practices of 757 community and voluntary organisations in New Zealand. Organisations were chosen for participation based on location and registration on the Societies and Trusts Online website; they represented a range of urban and rural, North Island and South Island. Locations were selected to enable comparison with a similar survey conducted in 2005 (Zorn, Li, and Lowry, 2007). A comprehensive 6-page questionnaire was mailed to 98 organisations in a survey pilot in October 2008. Minor refinements were made to the survey and it was sent to a further 2,864 organisations in November 2008. Of these 192 were returned marked 'no address', leaving the potential number of respondents at 2770 (including the pilot survey). Organisations were invited to respond to the questionnaire via hard copy or online. A total of 757 invited organisational representatives completed the survey for a response rate of 27.3%. An additional 66 responses were received via the online survey, but the current report focuses only on the invited responses, in order to improve comparability with the 2005 survey.

The 2008 sample was intended to mirror the 2005 sample as much as possible. However, the sampling strategy changed slightly to enable assessment of the effects of two *Engage Your Community* (EYC) conferences. Thus, the sample included EYC participants from Wellington and Hamilton and, in order to provide a comparison group, non-EYC organisations from Wellington were also added. Hamilton organisations were already a part of the sample.

Appendix 2: Survey Recipients

2005		2008 Pilot		2008 Full Survey			
Town				Town	Surveyed	Possible	%
Coromandel	70	Waihi	86	Coromandel	75		
Gisborne	403	Lumsden	12	Gisborne	205	411	50%
Gore	130	Pilot total	98	Gore	137		
Hamilton	985			Hamilton	384	1152	33%
Huntly	65			Hamilton EYC	57		
Invercargill	445			Huntly	68		
Lumsden	14			Invercargill	255	511	50%
Matamata	75			Matamata	85		
Morrinsville	65			Morrinsville	80		
Ngaruawahia	40			Ngaruawahia	53		
Otara	90			Otara	93		
Raglan	37			Raglan	55		
Taumarunui	60			Taumarunui	75		
Te Anau	28			Te Anau	31		
Te Kuiti	75			Te Kuiti	85		
Thames	125			Thames	156		
Tokoroa	97			Tokoroa	103		
Tuatapere	16			Tuatapere	18		
Waihi	75			Wellington	632	2531	-25%
Westport	75			Wellington EYC	65		
Whitianga	50			Westport	94		
Total	**3020**			Whitianga	58		
				Total	**2864**		

This table shows the towns targeted for each survey and the number of organisations listed for each town. For the 2008 full survey, in order to include the EYC participants and Wellington (so that non-EYC participants could be compared), a random sample based on a targeted percentage was used for four locations

Appendix 3: Survey

INFORMATION & COMMUNICATION TECHNOLOGY (ICT) USE IN TANGATA WHENUA, COMMUNITY AND VOLUNTARY ORGANISATIONS

Please respond by ticking the box or drawing a circle around the number which best represents the position of your organisation. All of your responses will be confidential; only aggregate statistics will be reported.

First, we would like you to consider your group or organisation's use of Information and Communication Technologies (ICTs). By ICTs we mean computer-based technologies used to create, access, store, and distribute information or to communicate between individuals. Examples include the Internet, web pages, electronic mail, videoconferencing, electronic databases, information systems, and computer hardware.

1. Please evaluate your group or organisation's overall level of ICT use by indicating your agreement with each statement:

	Strongly Disagree	*Disagree*	*Neither Agree nor Disagree*	*Agree*	*Strongly Agree*
We use ICTs extensively in our work	*1*	*2*	*3*	*4*	*5*
Our use of ICTs in general is quite sophisticated	*1*	*2*	*3*	*4*	*5*
We make extensive use the Internet in our work	*1*	*2*	*3*	*4*	*5*
We are very skilled in our use of the Internet for work purposes	*1*	*2*	*3*	*4*	*5*
Our use of the Internet for work is quite advanced	*1*	*2*	*3*	*4*	*5*
Our use of information systems (e.g. for financial management, databases, or case management) is extensive	*1*	*2*	*3*	*4*	*5*
Our use of information systems is quite sophisticated	*1*	*2*	*3*	*4*	*5*
We use ICTs very little in our work	*1*	*2*	*3*	*4*	*5*

2. Can staff access your group/organisation's internal online resources other than email remotely (e.g. from home or in the field)?

   YES _____ NO ____ DON'T KNOW ____

3. Has your organisation conducted a formal assessment of your technology needs and status?

   YES _____ NO ____ DON'T KNOW ____

4. Does your organisation have a long-term technology plan?

   YES _____ NO ____ DON'T KNOW ____

5. Indicate your agreement with each of the following. *Our group/organisation currently uses ICTs, including the Internet, for…*

	Strongly Disagree	*Disagree*	*Neither Agree nor Disagree*	*Agree*	*Strongly Agree*
Communicating with others in our organisation	*1*	*2*	*3*	*4*	*5*
Sharing information such as files and data with other people within our organisation	*1*	*2*	*3*	*4*	*5*
Communicating with people outside our organisation	*1*	*2*	*3*	*4*	*5*
Sharing information such as files and data with people outside our organisation	*1*	*2*	*3*	*4*	*5*
Creating records of what we do	*1*	*2*	*3*	*4*	*5*
Researching funding sources	*1*	*2*	*3*	*4*	*5*
Conducting fund-raising by accepting or soliciting online donations	*1*	*2*	*3*	*4*	*5*
Promoting or publicising our organisation	*1*	*2*	*3*	*4*	*5*
Accessing online databases	*1*	*2*	*3*	*4*	*5*
Conducting advocacy campaigns	*1*	*2*	*3*	*4*	*5*
Encouraging involvement in our programmes	*1*	*2*	*3*	*4*	*5*
Applying for government and private funding	*1*	*2*	*3*	*4*	*5*
Purchasing products or services for our organisation	*1*	*2*	*3*	*4*	*5*
Selling our organisation's products or services	*1*	*2*	*3*	*4*	*5*
Delivering services to clients	*1*	*2*	*3*	*4*	*5*
Recruiting staff and volunteers	*1*	*2*	*3*	*4*	*5*
Improving the image of our organisation	*1*	*2*	*3*	*4*	*5*
Accessing government information	*1*	*2*	*3*	*4*	*5*
Accessing the CommunityNet Aotearoa website	*1*	*2*	*3*	*4*	*5*
Accessing the Webguide (or Groupings) website	*1*	*2*	*3*	*4*	*5*
Compliance and accountability reporting	*1*	*2*	*3*	*4*	*5*
Other (please specify _____)	*1*	*2*	*3*	*4*	*5*

6. What kind of Internet connection do you have in your group/organisation's office? *(tick one)*
   - ❑ We don't have internet access
   - ❑ Dial-up using phone line
   - ❑ Dial-up using dedicated phone line
   - ❑ Broadband
   - ❑ We don't have an office
   - ❑ Don't know

7. Which of the following best describes the <u>average</u> computer in your group's or organisation's office? *(tick one)*
   - ❑ We don't have an office
   - ❑ We don't have a computer
   - ❑ Purchased new, less than 1 year old
   - ❑ Purchased new, 1-2 years old
   - ❑ Purchased new, 2-3 years old
   - ❑ Purchased new, more than 3 years old
   - ❑ Acquired second hand less than one year ago
   - ❑ Acquired second hand 1-2 years ago
   - ❑ Acquired second hand 2-3 years ago
   - ❑ Acquired second hand more than 3 years ago

8. If your group/organisation is *not* currently using the Internet (including the Web and electronic mail), or is not using it to the extent you think you should be, what is holding you back?

	Strongly Disagree	*Disagree*	*Neither Agree nor Disagree*	*Agree*	*Strongly Agree*
We can't afford it financially	*1*	*2*	*3*	*4*	*5*
We lack of clear understanding of how it works	*1*	*2*	*3*	*4*	*5*
We're not sure it would be useful to our organisation	*1*	*2*	*3*	*4*	*5*
The technology is too intimidating	*1*	*2*	*3*	*4*	*5*
We're too busy with core business to take time to learn	*1*	*2*	*3*	*4*	*5*
We don't have the staff to manage it	*1*	*2*	*3*	*4*	*5*
We used to use the Internet but we have stopped using it now	*1*	*2*	*3*	*4*	*5*
It would not be useful to the groups we serve	*1*	*2*	*3*	*4*	*5*
Other (please specify: _____)	*1*	*2*	*3*	*4*	*5*

9. Evaluate the adequacy of the technical support available to you.

1	2	3	4	5
Very low	Low	Moderate amount	High	Very high

10. Evaluate your group or organisation's key decision-makers' level of *knowledge* about ICTs.

1	2	3	4	5
Very low level of technical knowledge				Very high level of technical knowledge

11. Evaluate your group or organisation's key decision-makers' level of *leadership* in using ICTs.

1	2	3	4	5
Very low	Low	Moderate amount	High	Very high

12. Assuming funding was available, to what degree would the following products or services – or *more* of these products and services – be helpful to your organisation?

	Not helpful at all				*Very helpful*
Assistance with development of Website	*1*	*2*	*3*	*4*	*5*
Assistance with enhancement/update of Website	*1*	*2*	*3*	*4*	*5*
Computer software training	*1*	*2*	*3*	*4*	*5*
General Internet training	*1*	*2*	*3*	*4*	*5*
Assistance with use of Internet tools	*1*	*2*	*3*	*4*	*5*
Training on specific software applications	*1*	*2*	*3*	*4*	*5*
On site technology training/consultation	*1*	*2*	*3*	*4*	*5*
An ICT helpdesk for problem solving or consultation	*1*	*2*	*3*	*4*	*5*
Computer and printer maintenance and support	*1*	*2*	*3*	*4*	*5*
Assistance with installation of software	*1*	*2*	*3*	*4*	*5*
Assistance with installation of hardware	*1*	*2*	*3*	*4*	*5*
Assistance with the development of a technology plan	*1*	*2*	*3*	*4*	*5*
Internet access	*1*	*2*	*3*	*4*	*5*
Updating virus software	*1*	*2*	*3*	*4*	*5*
Other (please specify:)	*1*	*2*	*3*	*4*	*5*

WEB SITES & OTHER INTERNET TOOLS

13. Does your organisation currently have a website?
    YES _____ NO _____

If YES, when did your organisation first establish this website?

_____ Month/Year

If NO, to what extent are you currently considering establishing a website for your organisation? *(please circle)*

1	2	3	4	5
No plans to establish a website soon				Definitely going to establish a website soon

14. How familiar are you with each of the following Internet applications?

	Never heard of this	*Vaguely familiar*	*Somewhat familiar*	*Familiar*	*Very familiar*
Email	*1*	*2*	*3*	*4*	*5*
Website	*1*	*2*	*3*	*4*	*5*
Blog	*1*	*2*	*3*	*4*	*5*
Wiki	*1*	*2*	*3*	*4*	*5*
Social networking site (e.g. Bebo, MySpace, Facebook)	*1*	*2*	*3*	*4*	*5*
Podcasts	*1*	*2*	*3*	*4*	*5*
Video sharing services (e.g. YouTube)	*1*	*2*	*3*	*4*	*5*
Photo sharing sites (e.g. Flickr, Picasa)	*1*	*2*	*3*	*4*	*5*
Online collaboration tools like Moodle or Basecamp	*1*	*2*	*3*	*4*	*5*
Voice over Internet services (e.g. Skype)	*1*	*2*	*3*	*4*	*5*
RSS feeds	*1*	*2*	*3*	*4*	*5*
Mash-ups	*1*	*2*	*3*	*4*	*5*
Second Life	*1*	*2*	*3*	*4*	*5*
Other (please specify: _____)	*1*	*2*	*3*	*4*	*5*

15. How much does your organisation use each of the following Internet applications to do its work?

	Not at all	*Very Little*	*Some*	*Extensively*	*Very extensively*
Email	*1*	*2*	*3*	*4*	*5*
Website	*1*	*2*	*3*	*4*	*5*
Blog	*1*	*2*	*3*	*4*	*5*
Wiki	*1*	*2*	*3*	*4*	*5*
Social networking site (e.g. Bebo, MySpace, Facebook)	*1*	*2*	*3*	*4*	*5*
Podcasts	*1*	*2*	*3*	*4*	*5*
Video sharing services (e.g. YouTube)	*1*	*2*	*3*	*4*	*5*
Photo sharing sites (e.g. Flickr, Picasa)	*1*	*2*	*3*	*4*	*5*
Online collaboration tools like Moodle or Basecamp	*1*	*2*	*3*	*4*	*5*
Voice over Internet services (e.g. Skype)	*1*	*2*	*3*	*4*	*5*
RSS feeds	*1*	*2*	*3*	*4*	*5*
Mash-ups	*1*	*2*	*3*	*4*	*5*
Second Life	*1*	*2*	*3*	*4*	*5*
Other (please specify:)	*1*	*2*	*3*	*4*	*5*

16. How likely will you use MORE internet-based tools in the next year?

1	2	3	4	5
Very unlikely	Somewhat unlikely	Neutral or Undecided	Somewhat likely	Very likely

RECENT, SPECIFIC ICT INITIATIVES

17. Within the past five years, has your group or organisation initiated or adopted at least one significant new ICT?
    - ❑ Yes
    - ❑ No

    If you answered "yes" to the last question please answer the rest of this section.

    If "no", please skip to "Organisational Effectiveness" section on the next page.

For the following questions, think of a significant ICT that was initiated or adopted by your group or organisation within the past five years.

18. Briefly describe the specific ICT that you have in mind:
    _____
    _____
    _____

ABOUT YOUR ORGANISATION

Tell us a bit about your group or organisation.

26. Which of the following most accurately describes the primary groups your organisation aims to serve (Please *circle* the primary service area and *tick(√)* all others that apply):

- ❑ Women
- ❑ Children
- ❑ Men
- ❑ Older people
- ❑ Young people
- ❑ Maori
- ❑ Pacific People
- ❑ Other ethnic group (please specify:_____)
- ❑ Immigrants
- ❑ Disabled people
- ❑ People with specific health problems
- ❑ Local community generally
- ❑ Other organisations
- ❑ Other (please specify: _____)

27. Which of the following best describes the location of your organisation? *(tick one)*

- ❑ Urban centre
- ❑ Small town
- ❑ Rural
- ❑ Remote rural

28. What is your organisation's main mission or service area (*tick one*):

- ❑ Arts/culture
- ❑ Sports/recreation
- ❑ Education and research
- ❑ Environment, animal protection
- ❑ Health
- ❑ Social services
- ❑ Community development, housing
- ❑ Employment, training
- ❑ Law, legal services
- ❑ Civic, advocacy, politics
- ❑ Grant-making, fund-raising, voluntarism promotion
- ❑ International activities
- ❑ Religion
- ❑ Business, unions, professional associations
- ❑ Other (please specify: _____)

29. How many full-time equivalent (FTE) paid staff are employed by your local organisation or group? _____

30. How many unpaid staff (volunteers) are actively involved your local organisation or group? _____

31. Which of the following best describes your organisation (*tick one*)

- ❑ An independent organisation with a formal affiliation to similar organisations in New Zealand
- ❑ An independent or stand-alone organisation with no formal affiliation to similar organisations
- ❑ A local branch of a national organisation
- ❑ A local branch of an international organisation
- ❑ The New Zealand headquarters of an international organisation

32. What is your organisation's total annual budget **this year**? (*tick one*)

- ❑ Less than $10,000
- ❑ $10,001 – to $99,999
- ❑ $100,000 to $499,999
- ❑ $500,000 – $999,999
- ❑ $1,000,000 to $9,999,999
- ❑ $10,000,000 to $19,999,999
- ❑ $20,000,000 to $29,999,999
- ❑ $30 million to $50 million
- ❑ More than $50 million

33. How many members are actively involved in your local organisation or group on a regular basis? _____

34. Evaluate the degree to which your group/organisation gets *leadership* (e.g. encouragement or guidance) in using ICTs from each of the following:

	Not at all	*Very little*	*Somewhat*	*Quite a bit*	*Very extensively*	*Not applicable*
Board	*1*	*2*	*3*	*4*	*5*	*NA*
CEO or general manager	*1*	*2*	*3*	*4*	*5*	*NA*
Volunteers	*1*	*2*	*3*	*4*	*5*	*NA*
Staff	*1*	*2*	*3*	*4*	*5*	*NA*
Our national office	*1*	*2*	*3*	*4*	*5*	*NA*
A national organisation (Which one? _____ _____)	*1*	*2*	*3*	*4*	*5*	*NA*
A local community group (Which one?)	*1*	*2*	*3*	*4*	*5*	*NA*
Other (please specify: _____)	*1*	*2*	*3*	*4*	*5*	*NA*

ABOUT YOU

The following questions are about you - the person completing the survey.

35. Which of the following describes your role in the organisation?
    - ❑ CEO or General Manager
    - ❑ Board chair or trust chair
    - ❑ Trustee or board member
    - ❑ Staff
    - ❑ Volunteer
    - ❑ Other (describe: _____ _____)

36. Did you personally attend an "e-Engage Your Community Conference" in Hamilton (April) or Wellington (September)?
    - ❑ Yes
    - ❑ No

37. Did someone else from your group or organisation attend an e-Engage Your Community Conference" in Hamilton (April) or Wellington (September)?
    - ❑ Yes
    - ❑ No

38. How would you rate *your* knowledge about ICTs?

1	2	3	4	5
Very low level of knowledge				Very high level of knowledge

39. How would you describe the level of enthusiasm *you* have about the use of ICTs for doing your group/organisation's work?

1	2	3	4	5
Very low enthusiasm				Very high enthusiasm

This survey information will be treated confidentially. However, we invite you to supply your contact information so that we may include your name in the draw for petrol vouchers. Although unlikely, we also may need to follow up with you to clarify your response to a question. **Providing the information below is appreciated, but *optional*.** If provided, only Professor Zorn and his research assistant will see names and contact details.

Respondent's Name _____
Title _____
Name of Organisation _____
Address _____
_____
_____
City/Town _____

Telephone _____ Fax _____
E-mail _____

Thank YOU for your time and effort!

If possible, please return the questionnaire by 15th December 2008 in the Freepost envelope provided to:

Ted Zorn, ICT Research Project, Waikato Management School,
University of Waikato, Private Bag 3105, Hamilton 3240

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